

Editorial Index: 1980

Index of Marketing & Media Decisions for 1980 arranged by subject and content. Includes feature articles and regular columns. This supplements indexes published over the past several years. Copies are still available through Decisions.

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Fast food — Nov. p. 137

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Traveler's checks — Nov. p. 66

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Yellow Pages — Dec. p. 68

BUSINESS PUBLICATIONS

Time's up on bleed charges — Viewpoint by Dick Benson. Mar. p. 160.

How S.S. Norway hoists its cruise sales — New cruise ship is being presold in sharply targeted warm up using trades, magazines and newspapers. Apr. p. 76.

Industry's new approach to recruitment advertising — Deutch, Shea & Evans, while using more broadcast media for recruitment advertising, still feels that newspapers and the business press are still the most effective media. June p. 62.

Media costs — 1981 Forecast — Costs overall, for the average advertiser will be up 9.9%. Business papers are expecting a unit increase of 8.7% and a cpm rise of 8.2%. In both cases the range will be from 5-11%. Aug. p. 68.

Supercarrier ships out with business papers. Sept. p. 56.

New life for readership studies. Business press expert Bruce Childers offers new uses for readership scores. Nov. p. 68.

Is short-haul best in aerospace's long run? — Fokker B.V. of the Netherlands mounts a trade campaign for its new F28. Dec. p. 38.

"As I see it" columns on business publications by:

Henry H. Platek — The "leading book" — factors to consider when buying trade magazines. Jan. p. 87.

Mike W. Walsh — Publishers research — It's good but advertisers/agencies should do some on their own. Feb. p. 90.

Laurel Baer — Next criterion — "Business style" of average readers — Circulation alone does not provide significant differences. Mar. p. 94.

Henry H. Platek — Space-unit-size dilemma — Smaller space units work harder. Apr. p. 92.

Mike W. Walsh — Buyer needs! — Business publication audit; current status; future needs. May p. 107.

Laurel Baer — Put frequency into your next budget. June p. 96.

Henry H. Platek — Ad readership service is an important plus — When

evaluating, it gives a big plus to those that have it. July p. 88.

Mike W. Walsh — A different recession — Indications are that this recession is totally different from previous ones (A FC&B analysis). Aug. p. 94.

Laurel Baer — Unaide recall and the business press — Many readership studies are posed as unaided tests when they are not. Sept. p. 92.

Henry H. Platek — A lot more could and should be done with publication research — If the buyers would let the publishers know what they want, it would help a lot. Oct. p. 94.

Mike W. Walsh — A growing problem — High volume advertisers are paying larger increases than smaller advertisers. Nov. p. 96.

Karalee Arrigo — How to get the most out of tandem media reviews. Dec. p. 105.

CABLE TV

Tv's hot potato: how to use catv — Media buyers don't yet know how to use it. Jan. p. 60.

Why Bates tunes its tv to cable — How an agency is getting ready for non-broadcast tv. Feb. p. 76

Sample size for cable (AISI — Johnston). Feb. p. 86.

Why the biggies buy cable — Some want alternate networks; others want the experience. Sept. p. 64.

Cable tv in need of sound advice — not hoopla (Mediology). Aug. p. 16.

Will cable tv meet its advertising potential? (editorial). Sept. p. 80.

The four faces of cable tv — An explanation of the four faces. (AISI — Samuels). Sept. p. 93.

Cable goes all-out for ad dollars — Sets sights on \$300 million by 1985. Sept. p. 126.

Bill Harvey's mystical media tour — A long-term view on the effects new electronic media will have on the industry and society. Oct. p. 68.

The frantic scramble for local sports rights — Rising demands may price teams out of local markets. Oct. p. 76.

The sky is falling — Cable tv, particularly pay tv, is making inroads into commercial tv. (AISI — Johnston). Oct. p. 94.

New medium, new measure (Ken Caffrey editorial). Oct. p. 212.

Mike Dann scans video's future — He's helping ABC find its niche among electronic media. Nov. p. 62.

Changing of the guard at Arbitron's cable unit — Tom Delaney, new national cable marketing manager, wants the telephone coincidental research technique used. Dec. p. 127.

Cablescope/Cablescan — 1st column Sept. p. 40; Oct. p. 36; Nov. p. 36., Dec. p. 36.

"As I see it" columns on cable etc. by:

Ned Gelband — The challenge in new media forms is measurement. June p. 94.

Sy Goldis — Now is the time to get into cable tv — With a limited out-of-pocket investment, cable tv offers several experimental opportunities. Aug. p. 92.

Nancy P. Clott — Cable's closest relative — tv or magazines — We

have to learn how to use it. Sept. p. 84.

Ned Gelband — Popular programs key to cable's future — The ultimate success depends on the number of viewers it attracts. A historical review. Oct. p. 98.

Charles Bachrach — How can cable be used more effectively? — Cable tv offers a lot more than good reception. Audience measuring problems are also outlined in this report. Nov. p. 102.

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Sy Goldis — As cable moves into big markets, opportunity to test enlarges — Test by both producers and advertisers are possible. Dec. p. 95.

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Emerging lifestyles: Give them the simple life — Back to the soil devotees will double by 2000. Jan. p. 74.

Why Joe Sugarman said "no" to the FTC — He brought his fraud case to the public through magazine and newspaper ads. Feb. p. 70.

Are we closing in on the truth? — ARF's magazine study has spawned questions about the state of the art. Mar. p. 59.

Time's up on bleed charges — Viewpoint by Dick Benson. Mar. p. 160.

Anatomy of a new magazine — Behind the scenes report on four new magazines: *Inside Sports*, *Next*, *Science 80*, *Panorama*. May p. 64.

The battle over positioning — While magazines are beefing up the back of the book, advertisers still want RHP-FF. June p. 66.

Magazine audiences: Comparing the two methodologies [Simmons-Joyce] (Mediology). June p. 16.

New ABC report sheds light on prices — The *Magazine and Circulation Rate Trends* report covers subscription and newsstand prices (AISI — Johnston). June p. 100.

MPA finds an imperative in Zip Code marketing. Nov. p. 32.

No end in sight to the magazine squabble — ARF's effort to straighten out magazine comparability did not succeed; buyer confidence at new low. Nov. p. 64.

Through the book studies still seem valid — Analysis shows that technique produced consistent readers-per-copy estimates (Mediology). Dec. p. 80.

"As I see it" columns on consumer magazines by:

Sheldon Taule — Magazines produce media involvement — Their value compared with other media. Jan. p. 80.

David Tracy — Media research terms tend to misdirect magazine planning — Two serious misnomers: readership statistics and computer optimization. Feb. p. 82.

Roger C. Bumstead — The myth and the measures of magazines. Mar. p. 88.

John Meskil — To cope in 80's, magazines should seek editorial positioning — A look backward and forward. Apr. p. 80.

George Rosenkranc — Praise for issue-by-issue pricing systems — *People* announces break from standard magazine pricing system. May p. 107.

Stephen Leff — "Going back to basics" — Until something better comes along, circulation audits will be an important element in magazine buying. June p. 86.

Madeline Nagel — What do retailers know that national advertisers don't? July p. 96.

Marcella Rosen — Welcome new magazines — The "wait and see" attitude is no longer a practical posture toward placing ads in new magazines. Aug. p. 88.

Sheldon Taule — Cloudy outlook — The growth of the various electronic tv systems should auger well for magazines, but only if they emphasize "reader involvement" rather than total audience. Sept. P. 101.

Charles Buccieri — Whatever happened to publishers? Oct. p. 90.

Roger C. Bumstead — An open letter to Constantine Kazanas who joined the MPA as sr. vp-marketing development. Nov. p. 100.

John Meskil — Turned out to be a good year for magazine segmentation — A review of the year. Dec. p. 98.

FARM MAGAZINES

Farm market and media — America's biggest business — A review of a \$670 billion market and its media. Jan. p. 91.

Everything is up-to-date in Kansas City — A view of farm advertising by Jim Barickman, Barickman Advtg. June p. 76.

"As I see it" columns on agri-media by:

Joe Pratt — The farmer — a moving target — The world of farm mar-

keting and media offers challenges. Apr. p. 86.

Mel Dolinsky — Refining the rules of the media game. The use of radio to reach the agricultural market is a challenge due to inherent contradictions in the media and market. May p. 94.

Art Fraser — Farm ADI's: The way to pinpoint today's agricultural market. June p. 92.

Tom Tiedemann — Count pass-along agricultural magazine reading. July p. 95.

Paulette Taylor — Final equation in farm media must be based on specific market facts. Aug. p. 84.

Joe Pratt — The Katz tv farm study — The first Katz-Nielsen tv farm study is the first farm study based on the Nielsen diary. Sept. p. 100.

Art Fraser — Just how readable are farm publications? — Study shows that several are written over the heads of their audience. Nov. p. 104.

Tom Tiedemann — Questions about new farm radio research — Comparison of the Arbitron and Doane farm radio audience reports. Dec. p. 93.

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Why Joe Sugarman said "no" to the FTC. Instead of paying a mail order violation fine, this man went to the public via media ads. Feb. p. 70.

De-licensing of three RKO stations (Broadcast Month). Mar. p. 44.

Jack Savage of the FTC — Why the president of NCK took this unique assignment at this government body. May p. 72.

Minority ownership (Debate in print) — Anne Jones and Tyrell Brown discuss the FCC's attitude toward minority and equal employment on radio and tv stations. Nov. p. 110.

Agency chiefs applaud future under Reagan. Dec. p. 52.

Metromedia's challenge to outdoor regulation. Dec. p. 56.

MARKETING

Real estate goes national — Ten firms will soon dominate what was once a local operation. Jan. p. 64.

The Daytona 500,000 — Alan Swift reaches college market (off campus) with Expo America. Jan. p. 70.

How GE puts it all together — Len Vickers tells how he creates cohesive program for eight consumer divisions. Jan. p. 72.

Emerging lifestyles: Give them the simple life — Simple life devotees will double by 2000. Jan. p. 74.

Farm market and media — America's biggest business — Special report on a market segment with more than \$670 billion and the media to reach it. Jan. p. 91.

Hot buttons for 1980 — Special report on Marketing & Media Week. Feb. p. 59.

The military closes ranks — Military are merging their recruitment advertising efforts. Feb. p. 72.

Can ads help U.S. save energy? — Dept. of Energy seeking \$50 million budget to promote conservation. Mar. p. 62.

Religion floods the airwaves — Tv and radio sponsorship are important source of station revenue. Mar. 64.

Two-part report on home video — 1) How Magnavox builds the videodisc market. March, p. 72; 2) Future of discs and cassettes as medium. Mar. p. 74.

Three ways to bring wine to market — Gallo, Taylor and Somerset battle for under \$5-a-bottle market. Mar. p. 76

Census '80 — what you'll get out of it, when you get it — A visit to Suitland, MD and the enumeration facilities. Apr. p. 59.

Selling the charisma of George Bush — A report on the mediamen behind him. Apr. p. 68.

Fat market for thin foods — How low-calorie food advertisers are marketing their products. Apr. p. 72.

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Anybody for middle aged? — Viewpoint by Stephen O. Frankfurt who has suddenly found that the 45-64 age group is an attractive target. He is 48. May p. 150.

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January — Len Vickers staff executive, consumer products and services, General Electric Co., Fairfield, CN

February — Walter Reichel, senior vp-executive director, Ted Bates & Co., New York

March — Rita Hutzler — vp-advertising and public relations, Magnavox Consumer Electronics Co., Ft. Wayne, IN

April — Terri Kirkland, media director, Cole & Weber, Seattle

May — Fred Heckel, vp-advertising, United Airlines

June — Jim Barickman, chairman, Barickman Advertising, Kansas City

July — Don Goldstrom, vp-director advertising and marketing, Armstrong Cork Co., Lancaster, PA

August — Dawn Sibley, vp-director of media, Compton Advertising, New York

September — Rick Douglas, advertising manager, British Airways

October — Ken Caffrey, senior vp-exec. director of media, Ogivly & Mather, New York

November — Russ Condit, director of media, Procter & Gamble, Cincinnati

December — Carl Spielvogel, chairman, Backer & Spielvogel, New York

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Cola crowd — C&C Cola and King Cola tell how regional media can build a share against the giants. July p. 66.

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She's a beer brand manager — It's been an exciting year for Laura Bestor, who switched from college teaching to marketing at Olympia Brewing. Sept. p. 66.

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Rick Douglas' strange search — Guest editor lampoons the mess in the skies and explains British Airway's fall campaign. Sept. p. 70.

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Selling the DC-10 again — With a massive ad campaign, McDonnell-Douglas hopes to set safety record straight. Sept. p. 108.

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Put frequency into your next budget (AISI — Baer). June p. 96.

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Final equation in farm media must be based on market facts as planning continues to become more scientific and complex (AISI — Taylor). Aug. p. 84.

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Newspaper reach and frequency while you wait — Variety of gadgets makes it simple to compare totals and demos with big tv numbers. Mar. p. 68.

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Madeleine Nagel — Bills, bills, bills — Gripe about the way newspapers are billing. Sept. p. 96. (Response: Nov. p. 192)

Marcella Rosen — Can national advertisers use newspapers: — Why newspapers could make a strong case to supplement tv. Oct. p. 104.

Sheldon Taule — Newspapers: The new national medium — Newspapers are getting more dollars because they now recognize the needs of national advertisers. Nov. p. 94.

David Tracy — Opportunities in Three Sigma study — Now we can subject newspapers to the same analysis as other media. Dec. p. 92.

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"As I see it" columns on out-of-home media by:

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Robert Flood — Don't call me junior anymore — The eight-sheet

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Pete Riordan — The year the crunch flopped — A review of the gas shortage and OOH media implications. June p. 98.

Byron Chandler — The isolation of outdoor — If buyers and sellers of outdoor would become more a part of the overall media function, then outdoor would become a more popular "alternative" medium. July p. 82.

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Richard Briggs — Oldest ad medium? — History of the outdoor medium. Dec. p. 100.

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You can't judge a [radio] station by its color — Viewpoint by Waldo & Washburn. Mar. p. 164.

Refining the rules of the radio game — The use of radio to reach the agricultural market is a challenge due to inherent contradictions in media and market. (AISI — Dolinsky). May p. 94.

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David Tracy — Things are happening in network radio that are all to the good — RKO Network, NBC's The Source. June p. 84.

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Madeline Nagel — Are we overlooking the obvious? — There is a lot of "new" in radio. Nov. p. 92.

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All subscriber surveys should, at the least, start out even — Viewpoint by Arthur J. Morgan. Sept. p. 104.

Can cable be measured? — Round-table 18: Agencies want a comparable measure to conventional broadcast, but cable operators say it won't work. Oct. p. 59.

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New life for readership studies — Bruce Childers offers new uses for readership studies. Nov. p. 68.

Weak link in research (As we see it) — The problem is how to put an end to wrong use of what are only estimates. Nov. p. 78.

Five research mistakes you can avoid — Viewpoint by Ken Derow. Nov. p. 124.

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Helen Johnston — The sky is falling — Cable tv, particularly pay tv, has begun to make inroads on commercial tv; the rating services should watch it closely. Oct. p. 94.

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Religion floods the airwaves — Tv and radio sponsorship adds important revenue to stations. Mar. p. 64.

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The scramble for local sports — Club owners' escalating demands for broadcast rights may soon price them-

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Special report on new INTV study of tv commercial rub-off

- The question asked is whether or not viewers feel differently about a commercial on a network affiliate as opposed to an independent tv station when viewed at home.
- INTV commissioned Burke Marketing Research to look into the matter in behalf of the independents.
- Now the independent stations have the answer to a question that has plagued them for years.
- Next month we will carry a complete analysis of the report and reaction of top agency tv and research experts to it.

This is a most important step forward for the independents.

selves out of the broadcast market, but there is always cable. Oct. p. 76.

Why P&G needs in-house media
— Russ Condit of P&G discusses 45-second ads. Nov. p. 59.

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John Meskil — Tv network race — An overview of fourth-quarter '79 ratings. Feb. p. 88.

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Stephen Leff — The new electronic media . . . opportunities are virtually endless. Apr. p. 90.

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Marcella Rosen — Network tv and the non-network — Network's share might decline but it will still be the foundation of tv. June p. 90.

Richard Taule — Are sports in danger of over-saturation? July p. 94.

David Tracy — Would you take \$500 not to watch tv for a month? Detroit Free Press; frequency; reach; net tv is not for small budgets. Aug. p. 86.

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